



VR/AR Industrial Coalition

Statement to support the European VR/AR ecosystem



The Virtual and Augmented Reality (VR/AR) ecosystem comprises a high number of small and medium enterprises and only a few large market players. The EU VR/AR market size was estimated at EUR 7.1 billion in 2021, with a 26% growth rate from the previous year. This growth is expected to continue over the next years roughly at an estimated 37% during 2021-2026.

We, the representatives of the undersigned organisations, seek to address the current state of fragmentation of the EU VR/AR sector. We are committed to supporting the sustainable growth of the VR/AR sector and helping to promote the VR/AR technologies use and development across the EU27.

The [VR/AR Industrial Coalition](#) has an overall objective to inform policy makers about the potential of VR/AR, encourage investment in the European VR/AR ecosystem, facilitate dialogue amongst its stakeholders, and address the current challenges whilst leveraging opportunities for Europe. The VR/AR Industrial Coalition will contribute to this objective by supporting the potential of the sector across the Member States and by boosting European level solutions.

EUROPEAN COMMISSION

Directorate General for Communications Networks, Content and Technology
Media Policy
Audiovisual Industry and Media Support Programmes

We, as representatives of the undersigned organisations, are ready to be part of these solutions and to lead by example. We will contribute to the further development of the European VR/AR ecosystem by contributing to the following actions:

- To **stimulate the production and deployment in Europe** of sustainable, ethical, secure and safe VR/AR applications.
- To **work towards a climate-neutral future** and environmentally sustainable VR/AR applications.
- To **foster standardisation and interoperability** in the context of VR/AR technologies by engaging with relevant organisations and initiatives.
- To **promote cross-sectoral dialogue** among industry and creative professionals involved in the creation of VR/AR products, and to support the development of EU-wide opportunities by multidisciplinary collaboration.
- To **support the digital upskilling and reskilling** of the European VR/AR workforce.
- To **scale up the awareness and use** of VR/AR including promoting the benefits as well as challenges of using VR/AR technologies.
- To **actively contribute and participate towards attaining excellence in European R&I** in the field of VR/AR.

The members of the VR/AR Industrial Coalition will work with the European Commission and other stakeholders relevant to the actions above to deliver on these commitments. In addition to working towards the objectives above, the Commission will also:

- **Strive to support VR/AR projects** through programmes such as Horizon Europe and Creative Europe MEDIA.
- Undertake **capacity and market building activities** with potential investors in VR/AR.
- Undertake **strategic actions that contribute to the uptake of VR/AR technologies** across the economy and society aiming at European technological sovereignty and resilience.
- Work to **address fragmentation** in the European funding system on national and regional levels.

This statement has been endorsed by

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